

The **Workforce Management Vendor Directory** provides the most targeted advertising opportunities in the industry with greater reach throughout the year!

Reach 431,845* HR buyers for a full year—starting at only \$205!

The **Workforce Management Vendor Directory** is the only fully-integrated, comprehensive print and online source of products and services in the industry. List your company and connect with top-level HR decision-makers—**Workforce Management's 431,845*** integrated audience members—that you need to reach throughout the year!

Main Page Spotlight** – \$2,205 per year

Exposure points:

- Online listing includes your 10-word tagline or positioning statement and an active hyperlink to your Web site.
- Listing in print issue of *Workforce Management* magazine according to the 2009 *Workforce Management* editorial calendar (see below for issue dates).
- 100-word company/product description and 4-color company logo—in print and online.
- Direct sales contact name and instant e-mail hyperlink.
- Unlimited online access to update your listing and receive real-time listing performance reports.
- 125 x 125 button on the Vendor Directory main page with hyperlinks to both your company listing and Web site.
- 125 x 125 button in our Product Alert announcement e-mailed to 133,000+ opt-in subscribers six times per year.
- 75 x 75 button in *Workforce Week* **six times per year** (see below for issue dates¹) with a hyperlink to your company listing. One logo per main category listing.
- Preferred placement over Enhanced Listings in *Workforce Management* magazine and in the online Vendor Directory.
- One additional print insertion in the June 22, 2009 issue distributed at the SHRM Annual Conference & Exposition.
- Preferred placement over Category Spotlights in *Workforce Management* magazine, the online Vendor Directory and Product Alert e-mail.

Additional Spotlight Category Listings: \$895 each per category per issue (print and online)

Category Spotlight – \$1,260 per year

Exposure points:

- Online listing includes your 10-word tagline or positioning statement and an active hyperlink to your Web site.
- Listing in print issue of *Workforce Management* magazine according to the 2009 *Workforce Management* editorial calendar (see below for issue dates).
- 100-word company/product description and 4-color company logo—in print and online.
- Direct sales contact name and instant e-mail hyperlink.
- Unlimited online access to update your listing and receive real-time listing performance reports.
- 125 x 125 button on the Vendor Directory category page with hyperlinks to both your company listing and Web site.
- 125 x 125 button in our Product Alert announcement e-mailed to 133,000+ opt-in subscribers six times per year.
- 75 x 75 button in *Workforce Week*[®] three times per year (see below for issue dates) with a hyperlink to your company listing. One logo per main category listing.
- Preferred placement over Enhanced Listings in *Workforce Management* magazine and in the online Vendor Directory.

Additional Spotlight Category Listings: \$895 each per category per issue (print and online)

Enhanced Listing – \$835 per year

Exposure points:

- Online listing includes your 10-word tagline or positioning statement and an active hyperlink to your Web site.
- Listing in print issue of *Workforce Management* magazine according to the 2009 *Workforce Management* editorial calendar (see below for issue dates).
- 50-word company/product description and 4-color company logo—in print and online.
- Direct sales contact name and instant e-mail hyperlink.
- Unlimited online access to update your listing and receive real-time listing performance reports.

Additional Enhanced Category Listings: \$250 each per category (online)

General Listing – \$205 per year

Exposure points:

- Online listing includes your 10-word tagline or positioning statement and an active hyperlink to your Web site.

Additional General Category Listings: \$90 each per category (online)

PLEASE NOTE: All listings are posted online for one year from point of entry.

*Print version distribution: *Workforce Management* magazine subscribers as of June, 2008 and major 2009/10 industry trade shows. Online visits are based on the number of registered members as of July, 2008.

**Main Page Spotlight listings are limited to 24 and are reserved on a first-come, first-served basis.

2009 SCHEDULE

2009 CATEGORY SPOTLIGHTS¹	Magazine Issue	Workforce Week		
Pension & Retirement Benefits	January 19	April 14	July 14	October 13
Workforce Management	February 16	May 12	August 11	November 10
Consulting Services	March 16	June 9	September 8	December 22
Health Benefits	April 20	January 13	July 21	October 20
Global Workforce	May 18	February 10	August 18	November 17
Legal Compliance	June 8	March 10	September 15	December 15
Software & Technology	July 20	January 20	April 21	October 27
Training & Development	August 17	February 17	May 19	November 24
Staffing and Recruiting	September 14	March 17	June 16	December 8
Relocation	October 19	January 27	April 28	July 28
General Benefits	November 16	February 24	May 26	August 25
Recognition & Incentives	December 14	March 24	June 23	September 22
Main Page Spotlights¹	June 22	March 3	June 2	September 2

¹Main Page Spotlight Listings follow Category Calendar (above) and are also included in 3 additional issues of Workforce Week.

PRODUCT ALERT NEWSLETTER	Main Page	Category Spotlight
	January 21	February 18
	March 18	April 15
	May 20	June 17
	July 15	August 19
	September 16	October 21
	November 18	December 16

If you are ready to list your business, visit www.workforce.com/vendorsdirectory, or contact:
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